



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 09-29-2012 PAGE: 1 of 4

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
399807	09-21-2012		0	SMITH FOR SENATE, TOM	TOM SMITH FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est# 11 15 288			CMS # 244422	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-25-2012	End Date 10-01-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 244422				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: C : 11 P : 15 E : 288																				
1	09-25-2012	09-28-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM MO-TH (7585)				9	30	X	X	X					4	150	4	600.00
2	09-30-2012	09-30-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM SUN (8161)				8	30							X	1	250	1	250.00
3	09-25-2012	09-28-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				8	30	X	X	X	X				4	700	4	2,800.00
4	10-01-2012	10-01-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				8	30	X							1	1,000	1	1,000.00
5	09-25-2012	09-28-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				9	30	X	X	X	X				8	1,200	8	9,600.00
M	MG Group #	Preempted	Rate Reason	MG Description					Duration											
	333049	09-28-2012	1,200 PER SALES MANAGEMENT	1 X 30 @ \$900 F 12:00PM - 12:30PM - 09/28/12-09/28/12 (6950),				9	30					X			1	900	1	900.00
				1 X 30 @ \$300 Su 12:00AM - 02:00AM - 09/30/12-09/30/12 (6974)				8	30						X	1	300	1	300.00	
	333220(333049)	09-30-2012	300 ABC PROGRAM CHANGE	1 X 30 @ \$300 Su 06:00AM - 01:00PM - 09/30/12-09/30/12 (7054)				8	30						X	1	300	1	300.00	
	Total:		1,500													Preempt Total:		-2	-1,500.00	
6	10-01-2012	10-01-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				9	30	X							2	1,400	2	2,800.00
7	09-25-2012	09-28-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	30	X	X	X	X				8	1,200	8	9,600.00
8	10-01-2012	10-01-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	30	X							2	1,400	2	2,800.00
9	09-29-2012	09-30-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)				8	30						X	X	2	1,000	2	2,000.00
10	09-29-2012	09-29-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)				9	30						X		2	350	2	700.00
11	09-30-2012	09-30-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)				9	30							X	1	400	1	400.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 09-29-2012 PAGE: 2 of 4

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No 399807	Contract Dt 09-21-2012	Revision Dt	Rev# 0	Advertiser SMITH FOR SENATE, TOM	Brand TOM SMITH FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est# 11 15 288			CMS # 244422	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-25-2012	End Date 10-01-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 244422					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 11 P : 15 E : 288																	
12	09-30-2012	09-30-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)				8	30							X	1	550	1	550.00
13	09-29-2012	09-29-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)				8	30							X	1	900	1	900.00
14	09-30-2012	09-30-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)				8	30							X	1	650	1	650.00
15	09-30-2012	09-30-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7				8	30							X	1	500	1	500.00
16	09-30-2012	09-30-2012	12:00PM - 01:00PM	WEEKEND NWS 12-1P SU (7060)				8	30							X	1	500	1	500.00
17	09-25-2012	09-28-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				9	30		X	X	X	X			4	600	4	2,400.00
18	10-01-2012	10-01-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				9	30	X							1	700	1	700.00
19	09-25-2012	09-28-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				9	30		X	X	X	X			4	600	4	2,400.00
20	10-01-2012	10-01-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				9	30	X							1	700	1	700.00
21	09-25-2012	09-28-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				8	30		X	X	X	X			4	1,200	4	4,800.00
22	10-01-2012	10-01-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				8	30	X							1	1,600	1	1,600.00
23	09-25-2012	09-28-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				8	30		X	X	X	X			4	1,800	4	7,200.00
24	10-01-2012	10-01-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				8	30	X							1	1,700	1	1,700.00
25	09-25-2012	09-28-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				8	30		X	X	X	X			4	1,000	4	4,000.00
26	10-01-2012	10-01-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				8	30	X							1	1,100	1	1,100.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 09-29-2012 PAGE: 3 of 4

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No 399807	Contract Dt 09-21-2012	Revision Dt	Rev# 0	Advertiser SMITH FOR SENATE, TOM	Brand TOM SMITH FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est# 11 15 288			CMS # 244422	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-25-2012	End Date 10-01-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 244422					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 11 P : 15 E : 288																	
27	09-25-2012	09-28-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				9	30		X	X	X	X			4	600	4	2,400.00
28	10-01-2012	10-01-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				9	30	X							1	600	1	600.00
29	09-25-2012	09-28-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				8	30		X	X	X	X			4	1,100	4	4,400.00
30	10-01-2012	10-01-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				8	30	X							1	1,300	1	1,300.00
31	09-25-2012	09-28-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				9	30		X	X	X	X			8	1,500	8	12,000.00
32	10-01-2012	10-01-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				9	30	X							2	1,800	2	3,600.00
33	09-25-2012	09-28-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				9	30		X	X	X	X			4	2,500	4	10,000.00
34	10-01-2012	10-01-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				9	30	X							1	2,500	1	2,500.00
35	09-29-2012	09-30-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)				8	30						X	X	2	1,600	2	3,200.00
36	09-25-2012	09-28-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)				9	30		X	X	X	X			4	1,800	4	7,200.00
37	10-01-2012	10-01-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)				9	30	X							1	2,000	1	2,000.00
38	09-25-2012	09-30-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				9	30		X	X	X	X	X	X	6	2,500	6	15,000.00
39	10-01-2012	10-01-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				9	30	X							1	2,500	1	2,500.00
40	09-25-2012	09-28-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)				8	30		X	X	X	X			4	1,300	4	5,200.00
41	10-01-2012	10-01-2012	12:05AM - 12:32AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)				8	30	X							1	1,500	1	1,500.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 09-29-2012 PAGE: 4 of 4

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No 399807		Contract Dt 09-21-2012	Revision Dt	Rev# 0	Advertiser SMITH FOR SENATE, TOM			Brand TOM SMITH FOR SENATE				Product Code POLITICALS				Station/Market WPVI - PHILADELPHIA					
Agency Est# 11 15 288			CMS # 244422		Sales Office PHILADELPHIA	Account Executive A. CLIFFORD		Start Date 09-25-2012	End Date 10-01-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 244422					
Line	Start Date	End Date	Time Period	Description					RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 11 P : 15 E : 288																		
42	09-28-2012	09-28-2012	10:00PM - 11:00PM	PRIME FR10 (7044)					9	30					X			1	2,000	1	2,000.00
43	09-25-2012	09-25-2012	08:00PM - 10:00PM	PRIME TUESDAY MOVIE/SPECIALS (7017)					9	30		X						1	6,000	1	6,000.00
																		Contracted Gross Total:		111	143,650.00
																		Actual Gross Total:		112	143,650.00
																		Agency Commission:			21,547.50
																		Net Total:			122,102.50
Month/YR			Preempted		Made Good		Contract Total		Adjustments					Actual Total							
Sep 12		1,500.00		1,500.00		117,250.00		0.00					117,250.00								
Oct 12		0.00		0.00		26,400.00		0.00					26,400.00								
TOTAL		1,500.00		1,500.00		143,650.00		0.00					143,650.00								

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood